

**Virginia Workforce Council
Holiday Inn University Area and Conference Center
Charlottesville, Virginia
June 15, 2004
Minutes**

I. Call to Order – Chair Marjorie M. Connelly

Chair Connelly called the meeting to order at 9:40 am. The public comment period to come later was announced. Chair Connelly announced that Senator Hawkins had stepped down as a member of the Council and a special Certificate of Recognition is being prepared by the Governor's Office for his valuable service to the Council. Chair Connelly welcomed new members who are Senator J. Brandon Bell II, Hiawatha Nicely and Rita Ricks.

II. Roll Call – Members Present

Marjorie Connelly, Chair	Hugh Keogh
Michael Daniels, Vice Chair	Daniel LeBlanc
David Brash	Senator Yvonne Miller
Delegate Kathy Byron	Robert Myers
John Cannon	Rita Ricks
G. Trigg Copenhaver	Secretary Michael Schewel
Dolores Esser	Don Sullenberger
C. Michael Ferraro	James Underwood
Richard Gonzalez	Brett Vassey

III. Approval of the Minutes – Chair Connelly

The minutes of the March 31, 2004 meeting were approved.

IV. Public Comment – Chair Connelly

There were no public comments.

V. New River/Mount Rogers WIB (WIB 2) Response to Smyth County Demand Plan Pilot Report – Ronnie Martin, New River/Mount WIB Director

Mr. Martin presented a folder with details on his presentation. He explained the WIB mission and labor market and provided maps of the WIB 2 Virginia Workforce Network Centers and service provider locations. For the Marion Workforce Network Center, partners were listed, service outcomes for customers and employer customer satisfaction survey results were provided. The list of Smyth County employers receiving WIB services was explained as were the training programs for customers. WIB outreach and community collaboration efforts were discussed as was the plan of action for improvement. Mr. Martin also mentioned that the Marion Workforce Network Center had been designated by Governor Warner as Coordinated Economic Relief Center (CERC).

With regard to the WIA dislocated workers and adults served for the first three quarters of this year, the highest number served was in Smyth County. The greatest number of people trained in the first nine months of this program year have been Smyth County residents. The WIB has a

comprehensive Virginia Workforce Network center there and all available services have been available to them if they chose to use them.

Mr. Martin explained the WIBs plan of action, realize that there were some points made in the Smyth County Demand Plan Pilot report that are worthy of action. The first is increased community awareness of the WIB and Virginia Workforce Network Center system. The WIB will increase the community awareness efforts to our employer community to educate them on the components of our one-stop service delivery system and the functions of each. There's a great disconnect between what some of the people interviewed think, and what actually is happening. A lot of the individuals may not realize that the one-stop center, and program operators and the board are all one system. They're not separate and distinct. It's all a cohesive system

The WIB will also develop an area-wide marketing plan. Our board chairman, myself, and probably our one-stop operator will be conducting presentations in various organizations, chambers of commerce, economic development groups, rotary clubs, and employer advisory groups, to provide information to the employers in our area about who we are and how we work. The WIB will encourage its current members to work more closely with area employers, encouraging them to be more active participants in workforce activities, to include board meetings, elected official meetings and youth council meetings. For our workforce activities to be successful and address employers concerns and issues, employers must be willing to actively participate in workforce activities, and present their concerns and issues to the appropriate workforce group.

There were items mentioned in the study, concerns over soft skill deficiencies. And we believe that's an important factor throughout our area; not just Smyth County, all of our communities, probably throughout the Commonwealth. Currently we have job readiness, or work readiness classes for all of our WIA clients. We will increase our emphasis on the content of the job readiness classes, to ensure that the instructions given addresses the soft skills deficiencies emphasized by the employer survey. We will also make efforts through partnering with other programs, to make this instruction available to more job seekers than just WIA. Through partnering, we're hoping that we can open up some of these to where people off the street can come in, whether they're participating in our program or not.

The New River Mt. Rogers Workforce Investment Board chief local officials elected consortium and youth council, through its comprehensive one-stop delivery system, strive to make available to all customers, employers and job seekers, in all thirteen jurisdictions, all available program elements, training and services, to the fullest extent allowable in compliance with the legal requirements contained in the WIA. We believe that we have achieved these goals. We have received excellent reports from our annual WIA Monitoring reviews, two Department of Labor reviews, and several State Department of Social Services welfare to work reviews, as well as annual program audits. Service delivery to our customers has been enhanced with the successful chartering of all of our comprehensive one-stop centers, utilizing Malcolm Baldrige criteria, insuring the highest levels of customer service and satisfaction. Greater emphasis has been placed on increasing awareness and knowledge of both the Workforce Investment Board and our one-stop delivery system to our customers. We will continue to strive to not only achieve, but also exceed our customer expectations in the future, and desire to achieve the highest levels of customer satisfaction for both our employer community, as well as our customers that are seeking employment."

When Mr. Martin was asked what could the Virginia Workforce Council do to assist the WIB, Mr. Martin said that anything that could be done from the state level to educate employers and make them aware the one-stop center system and its various components would be helpful.

VI. PY 2004 WIA 15% Statewide Budget – Dolores Esser, Commissioner, Virginia Employment Commission

Ms. Esser provided a handout and indicated that the Executive Committee is recommending this budget. Ms. Esser said that Virginia received an 8% cut for next year's WIA allocation reducing the funding to \$38,000 from \$42,000. This budget is for the 15% statewide WIA funds. We are projecting a \$3 million carryover from this year and this is really a projection at this point, since the final carryover figures are not available until August. Some items are self-explanatory. Ms. Esser highlighted a few.

A big ticket item is the MACC system, which is the multi-state (PA, MD & W VA) Mid Atlantic Career Consortium operating system. We expect to move this system out to the WIBs this fall with training. The VEC is also allotting \$1.7 million for MACC. This does not include what the other states are putting in. The Community college line item is blank right now, because Secretary Schewel and the Governor are in negotiations with the Community College System on what the dollar amount will be for staff support of the council and the committees.

For this Council, \$150,000 is for operating costs, \$250,000 is to continue the Committee initiatives and \$100,000 is for statewide marketing of the workforce system, which was a recommendation from the Awareness and Confidence Committee, chaired by Mr. Keogh.

A few of the Governor's initiatives are new, such as the Special Advisor and additional staff at \$400,000. The Race for GED is \$230,000. Richmond WIB Career Center Pilot is \$250,000 and that is an outgrowth of Virginia's participation in the National Governors' Association's Workforce Policy Academy. This is similar to what the Governor has done with the coordinated economic relief centers (CERCs), which is an amplified one-stop. The \$25,000 for the Virginia Career Education Foundation request came from the Awareness and Confidence Committee. The \$20,000 is a request from Dr. Bolin for the Workforce & Career Readiness Certificate

After discussion, a motion was made to approve the WIA 15% statewide budget as a recommendation to the Governor. The Council requested a budget update every 6 months.

VII. Council Chair Report – Chair Connelly

Chair Connelly presented a report on the workforce system accomplishments to date. While, we have not fundamentally changed the landscape in any profound way at this stage of the game, the focus is on the right things and there really is tangible progress across the board. Chair Connelly focused on the 5 goal areas that the Council adopted last year to drive the state's workforce system in giving her report. For the Integration and Alignment Goal, accomplishments include the legislative codifying of the duties of the Governor's Special Advisor for Workforce Development. Additionally, WIA 15% statewide funds have been approved for funding the Special Advisor's activities. We have rolled out the State MOU to the system partners and provided strategic and demand plan guidance at the local level to go beyond the WIA. System governance guidance documents have been issued for the local level.

For the Local Excellence Goal, actions include the establishment of standards for Virginia Workforce Network Centers and WIBs, technical assistance offered on environmental scanning and strategic planning, the completion of the “demand plan” pilots, and realignment of Appomattox County from WIA 8 to WIA 7. For the Awareness and Confidence Goal, results include Work Keys Seminars; and developing a relationship with and recommending \$25,000 funding for the Virginia Career Education Foundation. Additionally, the approval of 3 WIB marketing pilots, participation in National One Stop week and the launching of the Kaleidoscope Newsletter represent outcomes in this area.

For the Metrics and Incentives Goal, major work has focused on establishing recognition awards for partners at the upcoming Governor’s Conference on Workforce & Career Development and re-establishing the parameters for the incentive awards for the WIBs. For the Key Player Effectiveness Goal, accomplishments include membership in the Virginia Economic Developers Association for all VWC members to foster collaboration between economic and workforce development and other professional development opportunities, such as attendance at the NAWB conference. Additional results consist of monthly WIB Directors meetings and quarterly WIB Chairs meetings, informational seminars for CLEOs and LEOs, annual statewide meeting with One Stop operators, and increased understanding regarding incumbent worker support.

VIII. Excensus Presentation – John Carpenter, President, Excensus

Mr. Carpenter focused on two areas: an introduction to a unique data set that will be most useful for local strategic planning and local decision-making; and the Census Bureau and the LEHD program has received ETA funding to roll this new data set out into ten states. More than ten states have already expressed an interest. Over the next few months, we’ll be deciding which of those ten states to pursue further development. The opportunity here and the database fill a major data gap in the area of workforce analysis planning. The data would provide a better understanding of the geographic relationship between where people live and where they work. We call it origin/destination.

Excensus has been contracted with to take this information and put it into an internet-based mapping system that allows people to quickly get a look at the relationship between home and work. There are strategic questions that have been difficult to answer. Those questions are: Labor Shed - Where do most workers employed in this area come from? Are there differences by industry or type of job?

Commute Shed - Where exactly are local workers employed? What kinds of industries? What kinds of skills and income potential are associated with these employment areas?

Labor Market Changes - Are employers becoming more reliant on local workers or less reliant? Are local job opportunities increasing? Are wages increasing for neighborhoods with a strong tie to local area employers?

In Virginia, where so much employment crosses the state border; another aspect of this data set is that in this upcoming demonstration, we are going to be incorporating a number of states that are adjacent to each other, and starting to get a better idea of what kind of interstate commuting, and to what extent labor sheds are extending beyond state borders. In this new rollout of ten states, what we hope to incorporate workforce councils, the WIBs, and understanding very clearly what the uses are and how it should be developed, to make it the most useful at the local level.

Mr. Keogh commented that this has enormous applications for retail planning, commercial planning, and mass transit and could be a valuable tool in terms of workforce development, especially in rural Virginia?

Mr. Copenhaver indicated that they had done something similar in the Shenandoah Valley in a skeletal form in terms of commuter patterns and various things like that. And the applications are enormous. Because we've been able to see where our workforce is going and who's out-migrating and who's in-migrating and how it affects the economy of the Valley.

Don Lillywhite, Director of Economic Information Services, for the VEC indicated that Julia Lane from the US Census Bureau met with VEC and Virginia Department of Transportation staff yesterday to determine their interest in the project. Virginia is in the beginning stages of trying to be one of these 10 states.

IX. Ticket-to-Work, Donald Cook, Marketing Coordinator, MAXIMUS

Mr. Cook explained that the Social Security Administration (SSA) administers Ticket to Work and it is a voluntary employment program for people with disabilities. It creates new service structures (Employment Networks), rewards work and employment outcomes and provides protection from continuing medical disability reviews. An employment network is any public or private agency or combination of, that can provide or arrange for the delivery of employment-related services or jobs.

MAXIMUS serves as the National Program Manager for Ticket to Work. One of the things that MAXIMUS is charged with is recruiting employment networks. These organizations are going to provide any type of employment-related service to the individual. One of the benefits to the organization is that SSA actually does provide additional funding to them once the individual has gotten back to work. Individuals between the ages of eighteen and sixty-four are eligible and they have to be collecting Social Security Disability benefits, and these actually have to be the cash benefits. This program is diverse as far as the types of organizations that can get involved, e.g., small and large employers, local governments, workforce boards, One Stops, consortiums, partnerships, community-based organizations and manpower agencies.

The benefit to the employment networks is the revenue that's available, access to the – the unassigned list of ticket holders, which could be very important to the workforce community, because this essentially gives you a list of all the individuals in your service area that are collecting social security benefits and are eligible for this program.

Ticket to Hire is also part of project EARN. It's an employer's job matching service so the employment networks that get involved, they're actually automatically enrolled in this Ticket to Hire project, which these employers have our listing openings for qualified ticket holders. So the employment networks that are involved with the program will actually get e-mailed a list of jobs that are available so they can match those with ticket holders that they're currently working with. Over \$812,000 in Ticket-to-Work payments have been made to date.

Chair Connelly asked Dr. Bolin to determine how many of Virginia's Workforce Network Centers are involved in Ticket to Work and report back at the next meeting.

X. Governor's Special Advisor Update, Dr. Barbara Bolin

The Career Readiness Certificate Task Force is planning the roll out of the Certificate in conjunction with the Governor's Conference on Workforce and Career Development, which is

October 19th through 21st. It seems a perfect fit to roll that out. At this point, we have in excess of 1,000 people who will be awarded the certificate at that time. These are folks who participated in the Community College pilot sessions last summer.

The Governor also charged me with taking this initiative to an inter-state level. We started with 7 states contiguous to Virginia. We now have 5 more states interested, which means we will take this to a national level. The \$20,000 that has been set-aside in the budget is mainly to cover marketing of the Certificate. We also hope to capitalize on the Governor's interest in this initiative and get him to do some PSAs.

December 1st is the deadline for the each WIB to be certified. Being certified has five components; one of which is a fully certified one-stop career center, one of which is a state approved strategic plan, another one is a state approved operational plan, the fourth is a business plan for their one-stop operators and the other one is board member certification. When all five things have been done, then they've hit the mark. And, of course, they can hit the mark prior to December 1st. It's just that that's the – that's the last deadline.

The theme of the Governor's conference is strategic partnerships that meet economic needs. There will be awards for partnerships. We have set up a method in my office for deciding on the winners for those awards. The next Council meeting will also be in conjunction with the Governor's conference and we hope that the Governor will be in attendance.

Dr. Bolin indicated that Chair Connelly had briefly mentioned something about system indicators. System indicators are very important to the Council because we need to know if the system working? We have metrics that measure individual programs, and individual initiatives within the system, but the development of true system indicators is a very – it's a tough thing to do. We will have a ½ day retreat in November to discuss system indicators. We may also be able to bring in a couple of people from other states.

XI. Committee Reports – Committee Chairs

Executive Committee

Chair Connelly emphasized the upcoming Local Elected Officials' videoconference on "Advancing Local Economic Development by Using the WIA." She said this is an example of new ways that different parts of the system are working to collaborate more to help build a broader awareness of a lot of the things that are going on. This is also a joint effort between the Council and the Virginia Economic Developer's Association.

Awareness & Confidence

Chair Keogh reported on 3 upcoming marketing pilot projects for WIBs at \$10,000 each. The goal is to award the funds by September of this year. The Committee approved \$25,000 of WIA 15% funds to be transferred to the Virginia Career Education Foundation. We are moving in similar directions, but not identical directions, with our marketing efforts and this is a Governor's initiative. The last item is a \$100,000 allocation for statewide marketing of the Virginia Workforce Network, which could include marketing and promotion of the career readiness certificate as was mentioned earlier.

Integration & Alignment

Chair LeBlanc indicated that the Committee considered the Career Readiness Certificate and that had already been thoroughly discussed, including funding and taking the effort to the national level.

Key Player Effectiveness

Chair Ferraro reported on the new calendar for Council member Professional Development and Networking Events on the Council web site. Instructions on accessing the events will be sent by email. We've established a budget to pay for some of those, depending on need. There will also be a presentation at the VEDA board meeting tomorrow by a representative of the council, with the goal being to try to get council members more involved in economic development. We have asked staff to take the information and work done at the Charlottesville retreat and recommend a leadership program for board members and chairs. We have also asked staff to assess other states' workforce training institutes on behalf of their workforce systems, and certification of workforce professionals within the systems, specifically one-stop center employees. We surveyed council members about the effectiveness and efficiency of meeting.. The committee met and made recommendations that were approved by the executive committee last month.

Local Excellence

Katherine DeRosear reported for Chair Andrea Wooten. Some items have been covered that were considered by the Committee. The Committee convened the Virginia Workforce Network operators and program partners to talk about how do we move forward the implementation of the state-level Memorandum of Understanding under the Workforce Investment Act. It's anticipated that those meetings will take place on annual basis. The other item that the committee identified is the establishment of a peer-to-peer network. This is very consistent with continuous improvement principles, and looking at identifying experts who are currently in the system, and how do we transfer that knowledge, that experience, to other parts of the system. The Committee did make a request to the Executive Committee for \$40,000 to support the peer-to-peer network.

Metrics & Incentives

Chair Copenhaver indicated that Dr. Bolin had already mentioned the Governor's Conference awards, which had been discussed by the Committee. The Committee set aside \$15,000 for these awards. The Committee would like to be included in the review process for those awards. The discussed the WIA Incentive Awards and approved \$300,000. using the existing WIA Incentives Policy. The awards will cover the period from July 1, 2002 to March 31, 2004. Council members will be sent copies of the current Incentives Award policy.

Dr. Bolin also requested that after this award cycle that the Council examine the policy as going beyond WIA to take more of a workforce and career development systems view. Chair Connelly agreed.

XII. Council Member Comments

Mr. LeBlanc asked Dr. Bolin if we could determine by region what the skill demands are for various occupations. And, maybe construct a comparison of our success or failure in meeting the needs of industry

DR. BOLIN indicated that Dr. Fletcher Mangum has been looking at demand occupations. The Work Keys profiles that have been done are cross-walked to show what the skills needs are

going to be in each of the seventeen regions. Then, at the state level, when all of those demand plans are done, a roll up will be done for a state view. We will specifically be looking at the Maritime Industry, Nursing and the Construction Industry. Dr. Bolin indicated that she could present a skill demand report to the Council at the January 2005 meeting.

Commissioner Esser indicated that the USDOL funds labor market information shops around the country with what they call aOne-Stop Grants. The new criteria that's coming out this year, which has not been received yet is going to require our plan approval by the council. Ms. Esser just wanted to alert the Council that we will have a formal process where we'll have to put a plan in front of you. Since the next Council meeting is not until October, we may have to get approval from the Executive Committee.

It was announced that the reason one of the Council's newest members, Rita Ricks had left hurriedly was she just got news that her mother had passed. The Council agreed to send expressions of sympathy.

Chair Connelly announced the FY 2005 meeting schedule for the Council: October 18, 2004 – Richmond; January 6, 2005 – Northern Virginia; March 30, 2005 – Richmond; and June 7- 8, 2005 – Roanoke. The June meeting will include our strategic planning session.

Chair Connelly adjourned the meeting at 12:20 pm.